

We claim:

1. A method of allowing a user to send and receive data over a communications network (115), the data relating to a site (102) having one or more visitor destinations (104), the method including steps of:

5 registering (202) a user as a visitor to the site, and
 allowing the registered user to send (204) and receive (216) data relating to one or more of the visitor destinations over the communications network.

2. A method according to Claim 1, wherein the data sent by the registered user includes appointment request data representing a proposed time at which
10 the user desires to visit a specified one of the visitor destinations (104).

3. A method according to Claim 1, wherein the data sent by the registered user includes appointment request data representing a proposed time at which the user desires to visit a specified one of the visitor destinations (104), the method further including a step of providing a schedule for at least some of the
15 visitor destinations, the schedule including a set of time slots a said registered user can reserve to visit a said destination.

4. A method according to Claim 1, wherein the data sent by the registered user includes appointment request data representing a proposed time at which the user desires to visit a specified one of the visitor destinations (104), the
20 method further including a step of providing a schedule for at least some of the visitor destinations, the schedule including a set of time slots a said registered user can reserve to visit a said destination and the method further including a step of using the schedule to check if an appointment time requested by the registered user is available at the destination.

5. A method according to Claim 1, wherein the data sent by the registered user includes appointment request data representing a proposed time at which the user desires to visit a specified one of the visitor destinations (104), the method further including a step of sending (212) appointment confirmation data to the registered user, the data representing a confirmation that the appointment requested by the user has been accepted.

6. A method according to Claim 1, wherein the data sent by the registered user includes appointment request data representing a proposed time at which the user desires to visit a specified one of the visitor destinations (104), the method further including a step of sending (212) appointment confirmation data to the registered user, the data representing a confirmation that the appointment requested by the user has been accepted, wherein the appointment confirmation data includes an authorisation code that is also sent to a device (123) associated with the visitor destination that is the subject of the appointment.

7. A method according to Claim 1, wherein the data sent by the registered user includes appointment request data representing a proposed time at which the user desires to visit a specified one of the visitor destinations (104), the method further including a step of sending (212) appointment confirmation data to the registered user, the data representing a confirmation that the appointment requested by the user has been accepted, wherein the appointment confirmation data includes an authorisation code that is also sent to a device (123) associated with the visitor destination that is the subject of the appointment, the method further including a step of the registered user presenting the authorisation code at the visitor destination, and a device associated with the

visitor destination being used to verify the authorisation code.

8. A method according to any one of Claim 1, wherein the data sent by the registered user includes appointment request data representing a proposed time at which the user desires to visit a specified one of the visitor destinations (104), the method further including a step of sending (210) appointment unavailable data to the registered user, the data indicating that the appointment requested by the user has not been accepted.

9. A method according to Claim 1, wherein the data sent by the registered user includes appointment request data representing a proposed time at which the user desires to visit a specified one of the visitor destinations (104), the method further including a step of sending (210) appointment unavailable data to the registered user, the data indicating that the appointment requested by the user has not been accepted and wherein the appointment unavailable data includes data representing one or more alternative times at which the registered user can reserve to visit the specified destination.

10. A method according to Claim 1, wherein the data sent by the registered user includes appointment request data representing a proposed time at which the user desires to visit a specified one of the visitor destinations (104), the method further including a step of sending (210) appointment unavailable data to the registered user, the data indicating that the appointment requested by the user has not been accepted and wherein the appointment unavailable data includes data representing one or more other said visitor destinations that are available at the proposed time.

11. A method according to Claim 1, wherein the data sent by the registered

user includes appointment request data representing a proposed time at which the user desires to visit a specified one of the visitor destinations (104), the method further including a step of sending (216) the registered user appointment reminder data at a specific period before the appointment time.

5 12. A method according to Claim 1, wherein the data sent by the registered user includes appointment request data representing a proposed time at which the user desires to visit a specified one of the visitor destinations (104), the method further including a step of the registered user sending data including appointment cancellation data representing cancellation of an appointment.

10 13. A method according to Claim 1, wherein the data sent by the registered user includes information request data representing a request for information relating to a said visitor destination (104) identified in the request, or a product/offering identified in the request.

15 14. A method according to Claim 1, wherein the data sent by a registered user includes a purchase request.

15 15. A method according to Claim 1, further including a step of sending data to all or some of the registered users at a particular time.

16 16. A method according to Claim 1, further including a step of sending a said registered user data at a specific period before or after a said appointment time.

20 17. A method according to Claim 1, further including a step (220) of de-registering all or some of the registered users to indicate that the user is no longer present at the site.

18. A method according to Claim 1, wherein at least some of the data transferred in the form of an SMS message.

19. A computer program product comprising a computer readable medium, having thereon:

a computer program code, when the program code is loaded, to make the computer execute a procedure to allowing a user to send and receive data over a communications network (115), the data relating to a site (102) having one or more visitor destinations (104), the method including steps of:

registering (202) a user as a visitor to the site, and

allowing the registered user to send (204) and receive (216) data relating to one or more of the visitor destinations over the communications network.

20. Apparatus for allowing a user to send and receive data over a communications network (115), the data relating to a site (102) having one or more visitor destinations (104), the apparatus including:

site communication apparatus (121) including a registration component (118, 120) for registering a user as a visitor to the site using a communications network, and

a user communication device (106) for allowing the registered user to send and receive data to the site communication system, the data relating to the one or more visitor destinations.

21. Apparatus according to Claim 20, wherein the network (115) includes a cellular wireless network, a wireless local area network or the internet.

22. Apparatus according to Claim 20, wherein the user device (106) includes a mobile telephone and data is transferred in the form of SMS messages.